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The THINGS WE WANT

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U. S. DEPARTMENT OF AGRICULTURE



U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION

Making Abundance Work For All Our People

"WE DON'T have an abundance of many things that we want in life; and we feel that we could have it if we could find the way."

The woman who said that was one of the 50 country and city women who gathered in Washington, D. C., in April 1939. These were competent women; women whose eyes were open to the difficult problems of the day; leaders in their own fields.

That speaker expressed the state of mind of thousands and thousands of other women throughout the country.

Agriculture produces those things—foodstuffs and fiber—that are basic needs in any population. If there is not an abundance of these, then that is a matter of immediate concern. The Congress expressed that concern in the Agricultural Adjustment Act of 1938. The Act declared the policy of Congress to be that of assisting consumers to obtain an adequate and steady supply of farm commodities at fair prices.

There is an abundance of agricultural products in this country—plenty of wheat, corn, potatoes, dairy products, plenty of fruits and vegetables, and plenty of cotton. The farmer not only can produce enough to meet all present needs, but he can on short notice add tremendously to his production. He is even plagued with "surplus" crops.

"That's all very well," declares the consumer, "but potatoes in the farmer's field somehow don't always mean potatoes on my table; and 'surplus' milk and butter and cheese have not meant enough for health for all our children. Too few fruits and vegetables are in my refrigerator. I like abundance where I can use it—right on my dinner table!"

That's the complaint of the city consumer.

"Well," says the farmer, "let me tell you some of the things I want. I need a new plow—and, man, wouldn't I like to have a tractor to go with it! The roof of my barn needs fixing up. And my wife's been talking for years about having running water in the house. We'd like to have these things, and we need them, all right—but we don't have them."

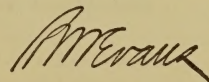
In the town just 3 miles away dealers have all of these things in stock: Plows, roofing materials, plumbing fixtures, and countless other manufactured products. The prices for these things seem higher to the farmer than he can pay, especially in comparison with the prices he gets for his products—but there they are.

Where's the hitch?

Right here. Unless you produce something in its final form, ready for use, you can't get it unless you buy it. You buy with money. Then, the abundance you can enjoy will depend to a certain extent on your money income.

The program of the AAA attacks this problem. Directly, it serves the farmer; indirectly, but just as surely, it serves those who purchase farm products. It is a direct aid to better farm income—first, by balancing production more nearly with demand; and second, by compensating farmers who comply with the provisions of the AAA program.

This added farm income is buying power. It means better education for the children, a better standard of living in the home, more up-to-date machines in the fields. This buying power reaches out to the farthest corners of the land, and where it goes, it becomes income for other people, who thus, in turn, may share more fully in the abundance that lies all about us.



Administrator.

GO

"There is a point of balance . . . where the welfare of both the farmer and the consumer is best served. And it is that point of balance that we are working toward. That is what the agricultural adjustment program is all about."

—Secretary of Agriculture Henry A. Wallace.



Producer-Consumer Leaflets

This is the second in a series of 12 leaflets dealing with the various ways in which the problems of farmers and city people are related. The following is the complete list of leaflets in the series:

- PC-1 And So They Meet.**—Farmers and city people: Both producers—both consumers.
- PC-2 The Things We Want.**—Making abundance work for all our people.
- PC-3 On Tired Soil.**—Poor soil means poor people on the farms and in the cities.
- PC-4 Two Families—One Farm.**—Stable tenure means better producers and better consumers.
- PC-5 To Buy Abundantly.**—Producers of abundance deserve to be consumers of abundance.
- PC-6 Plenty.**—Avoiding the scarcity of famine and overabundance.
- PC-7 Between You And Me.**—The distributor's place in production and consumption.
- PC-8 None Shall Go Hungry.**—Making abundance work for low-income families.
- PC-9 Grow Your Own.**—Better home living means better production and consumption.
- PC-10 The Magic Carpet.**—Protection for grassland is protection for cities.
- PC-11 The Farm Home And AAA.**—Better farm income means better farm homes.
- PC-12 Country Life And AAA.**—A permanent security for farm and city.

Copies of this leaflet and others in this series may be obtained upon request from the Agricultural Adjustment Administration, U. S. Department of Agriculture, Washington, D. C.

Reference Suggestions

The material in this leaflet is based on facts presented in various Governmental studies and publications, including:

- "City Pocketbooks And The Farmer"—G-73, Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "Industry's Production Policies And The Farmer's"—G-44, Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "Agricultural Conservation In 1938—Why?"—G-77, Agricultural Adjustment Administration, U. S. Department of Agriculture.